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Automotive News

June 7, 1982

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Starion rising

Mitsubishi slates U. S. fall debut

Mitsubishi's new dealer network in the U. S. will get a fast start with this high-performance, rear-drive turbocharged Starion. Now being marketed in Japan and Europe, the Starion will be introduced in the U. S. this fall. Mitsubishi is positioning the Starion to compete with the Toyota Celica Supra, Datsun 280-ZX and the Porsche 924.

Hot Mitsubishi Starion to debut here in fall

By John Hartley
Staff Correspondent

TOKYO. — Mitsubishi Motors has launched the Starion coupe in Japan. This new rear-drive coupe was first shown at the Geneva Motor Show, and is already on sale in Europe. It will come to the U. S. in the fall.

Different in concept from anything produced by MMC before, the Starion is to be the flagship of the company both in Japan and elsewhere. It is a two-plus-two coupe, built on an underbody with a wheelbase of 95.9 in., and with an overall length of 173 in.

MMC used the Porsche 924 as inspiration in designing this new coupe, which in Japan is powered by the two-liter turbocharged Sirius engine developing 145 HP at 5,500 RPM. The suspension and steering are the same as on the Sigma and Sapporo models — independent by struts all round and recirculating ball steering.

To match the high performance of the Starion—the name is a combination of 'star' and 'Arion'—MMC has modified the suspension and steering. Castor is 5 deg. 20 min., and the recirculating ball steering, which is a bit out of place on a car of this type, has been strengthened. There is also anti-skid braking on the rear wheels only.

The main feature of the Starion is the new body, an aggressively styled coupe with retractable headlamps and a deep inclined chin spoiler beneath the nose which has a front grille that is hardly noticed.

There are very heavy B-posts, and doors with very wide window frames owing to a worthwhile innovation — a seat belt that is mounted in the door instead of in the B-post. The advantage of this design is that the belt does not get in the way of people struggling to get into the limited rear seat space.

MMC hopes to sell 2,500 Starions monthly in Japan, and 1,000 in export markets. This seems a very ambitious target, since in April, Toyota sold 2,200 Soarers, and 2,000 Celicas, while Nissan sold only 1,250 Leopards, and Isuzu 1,200 Piazzas. Clearly, if MMC is to hit its sales target, some of these others must lose sales. Owing to its limited number of dealers, MMC is selling the Starion through its two dealer chains.

In the U. S. the Starion will be sold through MMSA dealers, not Chrysler Corp. It will be equipped with the 2.6-liter turbocharged engine, which should develop over 180 HP with massive torque. Thus the Starion will be a major competitor for the Toyota Celica Supra, Datsun 280ZX and also for the Porsche 924.

Passive restraints revocation set aside by court; NHTSA ordered to reconsider rule

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Three federal appellate court judges have unanimously reversed NHTSA head Ray Peck's revocation of the passive restraint standard and remanded it to the agency for further consideration.

The court ordered NHTSA to report within 30 days on a schedule for answering questions it raised, and said NHTSA could then decide whether to modify standard 208, order it carried out, delay it, suspend it, or even revoke it.

But the thrust of the opinion is that whatever the agency does, it must base its decision on evidence and reasoning, and act according to its Congressional mandate to save lives and reduce injuries.

The decision can be appealed to the full nine-judge U. S. Circuit Court for the District of Columbia and even to the U. S. Supreme Court. But the 76-page opinion by Judge Abner Mikva, a former liberal Democrat Congressman from Illinois, was concurred in by Judge David L. Bazelon and by Judge Hardy T. Edwards, who said only that certain options presented by Mikva may be correct but he would not use them as a basis for the decision.

• The 76-page opinion flayed Peck's decision to rescind the standard as a "paradgm of arbitrary and capricious agency action." It was a clear victory for State Farm and the National Assn. of Independent Insurers, who brought the case and were joined by such public interest groups as the Center for Auto Safety and Public Citizen.

In defending the revocation, the government was joined by the Motor Vehicle Manufacturers Assn. and the Automobile Importers Assn.

Throughout the opinion, the court made it clear that it will not make any decision about the use of passive belts or air bags. Congress can do whatever it wants and so can NHTSA, but the agency must support whatever it does by reasoned evidence relating to technology and its action must be objective, practicable and must meet the needs of safety.

The agency must also consider seriously Congressional statements, actions, and its refusal on three separate occasions to kill the standard or end the use of air bags.

Neither of the two opinions pulls any punches in criticizing Peck's decision-making. Edwards calls it "long on words and short on reasoned decision-making." He adds:

"Indeed, the agency decision appears to be nothing more than a determined effort to achieve a particular result without regard to the facts at hand." Mikva throughout stresses what Peck might have considered but did not.

• The complex history of the passive restraint standard is almost as long as the existence of NHTSA. It started at the request of the first safety chief, Dr. William Haddon Jr., with

Continued on Page 63, Col. 1

breaking news

GKN to become DeLorean investor

LONDON. — GKN Group, a major British OEM supplier, will be one of the primary investors in the $30 million restructuring of DeLorean Motor Cars, the Belfast car-building operation, AUTOMOTIVE NEWS sources said. GKN is one of DeLorean's major suppliers and is a creditor, as well. Earlier story on Page 2.

Nissan Pulsar to replace Datsun 310

LOS ANGELES. — The Nissan Pulsar will replace the Datsun 310 in the U. S. this fall. Two coupes will be offered. The premium model, Pulsar NX, will use Garrett AiResearch's T-2 turbocharger on its 1.5-liter fuel-injected engine. Nissan hopes to position the Pulsar NX as the lowest-priced turbo car on the U. S. market with a sticker price in the $8,000 range.

Datsun offers cash incentive on trucks

CARSON, Calif. — Datsun launched a June 1 - July 31 "Truck Cash-A-Rama" on all new '81 and '82 trucks sold and delivered during the period. Dealers get $200 per unit for 0-50 percent of their objective, $300 for 51-100 percent and $500 for over 100 percent, nonretroactively. There is also

See BREAKING NEWS, Page 8, Col. 1

New-car announcements will again be staggered

'83 intros to begin Sept. 22 and run into '84s

By Joseph Bohn
Marketing Editor

It looks like another fun year for new-model announcements, with plenty of indecision, staggered intros and lots of huffing and puffing on ad strategy.

Along with the "new" '83s this fall, there will be winter, spring and summer models introduced by Detroit which really represents most of what's new.

A couple of next year's contenders, in fact, may come on stream so late as to be the first of the 84s.

But with the slow economic recovery being predicted, time may be on Detroit's side: The later the car, the better its chance of debuting in a robust market.

For the time being, here's how '83 intros shape up.

American Motors: Traditionally the first to announce its fall products, '83 AMC cars, Jeeps and Renaults officially go on sale Sept. 22.

That includes the AMC-Renault Alliance, which will be built in Kenosha.

Meanwhile, AMC is planning to introduce the first of its Jeep XJ models, a slimmer, trimmer Cherokee, next May, to be followed by Wagoneer toward the fall.

Ford Motor Co.: Ford, along with General Motors, is tentatively slating Sept. 23 for introduction of most of its carryover products.

Ford is now looking at Nov. 1 for its Mustang convertible introduction.

And Thunderbird/XR-7, along with Tempo/Topaz (replacements for Fairmont/Zephyr) announcements continue getting stretched out.

It now looks like a late March/early April intro for the '83 Thunderbird/XR-7, with Tempo/Topaz slated to bow in May.

There's a good chance of Ford's new front-drive compacts debuting as '84s, particularly if more engineering delays occur. Generally, companies find it more economical just to certify a car as part of the forthcoming year, '84 in this case, if they arrive late enough.

General Motors: Although it has a Sept. 23 intro date on most lines, GM will hold back official introduction of Camaro and Firebird, as well as the dramatically restyled Corvette, for late 1982/early 1983.

Chrysler Corp.: The company is planning to officially announce its product line Oct. 1. However, a new superstretched E-body, called Dodge 600 and tentatively named Gran LeBaron in the Chrysler version (officials are still debating pos-

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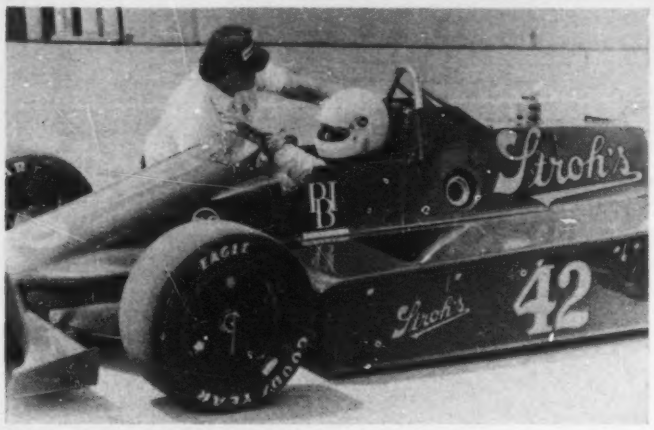

Hickman and his Indy car

You can buy a car from this man. He's Datsun dealer Jim Hickman from Atlanta, who drove in his first Indy 500 race May 30 and placed seventh in a field of 33. Hickman was behind the wheel of the March/Cosworth-built Stroh's Firebrewed Special, sponsored by Premium Beverage, Inc., Atlanta. Hickman completed 189 of the 2.5-mile laps

Indy Rookie of Year is a Datsun dealer

By Jenny L. King
Staff Writer

DETROIT. — Jim Hickman was away from his Atlanta Datsun dealership a lot in May. He was spending time in the Indiana town of Speedway preparing to qualify for and drive in the 1982 Indianapolis 500.

Just four days before the big race and shortly after he had qualified at 196 MPH in his March/Cosworth Stroh's Firebrewed Special, Hickman was on the move again, this time up to Michigan where he spoke to members of the Detroit Sports Broadcasters Assn. at the Detroit Press Club.

"Any driver's success depends on the people behind the scene. So much depends on support, financial support," said Hickman, a former Navy pilot whose car was sponsored by Premium Beverage, Inc., Stroh Brewery distributor in Atlanta.

"Without strong financial backing it's difficult to be competitive," said the man who willingly described himself as "aggressive."

Hickman was one of nine rookie drivers at this year's Indy 500. He said he had driven his first Indy-car-type race earlier this year, and that work on the Firebrewed Special was almost last-minute.

"We started six weeks ago," said Hickman. "We're still putting the team together."

Hickman predicted driver

Continued on Page 64, Col. 1

Mustang GT, Capri RS prices raised by $89

DEARBORN.—Ford Motor Co. last week boosted prices $89 on high-performance Mustang and Capri models and raised prices of optional equipment throughout its car lines.

The company said the equipment hikes amounted to $29, or 0.3 percent, per average car.

Destination charges on cars were raised an average of $15.

The $89 increases were applied to the Mustang GT and Capri RS. The GT now is $8,397 and the RS is $8,196. A 5-liter (302-CID) V-8 engine is standard on both models.

The GT is currently accounting for about 25 percent of Mustang sales, and the RS is taking about 15 percent of Capri sales.

The 5-liter engine package, standard on the GT and RS, is also available on other Mustang and Capri models. The price went up $92 last week and now is $544. The package includes (in addition to the engine) handling and suspension items, four-speed manual transmission, Traction-Lok axle and hood scoop.

The engine package is ordered on about 20 percent of Capri models.

The price hikes on optional equipment included a number of popular features. Some examples:

Air conditioning for Ford LTD and Mercury Marquis rose $12 to $707. AM/FM stereo radio for Ford Fairmont Futura and Mercury Zephyr went up $21 to $106 (AM radio is standard equipment). Power steering for Ford Granada and Mercury Cougar climbed $12 to $207. White sidewall tires and Granada and Cougar jumped $6 to $72.

The Ford price hike was the second by a domestic maker in recent weeks. In May, Chrysler Corp. boosted 12 models $59 to $366. Chrysler did not increase optional equipment prices or destination charges.

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57th year — No. 4918

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Advanced electronics concepts unveiled

Ford shows cars that talk—and hear

By Al Fleming
Industry Editor

DEARBORN, Mich. — Ford Motor Co. took the wraps off its advanced electronics products and concepts at the company's new diversified products technical center.

Displays ranged from a new "fourth generation" electronic engine control, called EEC-IV, to a satellite navigation system that pinpoints a location on a map displayed on a cathode ray tube. Using data from a navigation satellite, the system can locate a car with accuracy within 1,000 feet anywhere in the world.

EEC-IV, which Ford calls "the world's most advanced electronic engine-control system," will be used on 1.6-liter electronic fuel injection engines for the 1983 Ford Escort and EXP and Mercury Lynx and LN7.

Other advanced concepts and prototype designs included multi-colored liquid-crystal displays, a voice-recognition system that activates vehicle functions through voice commands, a hand-held transmitter that helps locate a car in a parking lot by blowing the horn and flashing the lights, a micro-cassette tape deck and a remote-control radio that uses a fiber-optic cable for tuning.

Also shown were Ford's "communications concept car," which offers worldwide telephone service without a conventional telephone, and electronic transmission and suspension controls.

Frederick Z. Herr, general manager of Ford's Electrical and Electronics Division, said the news briefing marked a departure from the way Ford's electronics story has been told in the past, because the company wanted to establish its claim as "the leader in electronics among car makers worldwide . . . by taking off the wraps and showing you our electronics future."

According to Jerome G. Rivard, chief engineer for the Electrical and Electronics Division, the company's budget for advanced engineering programs was increased more than 50 percent for 1982.

Major new facility commitments, he said, include an integrated circuit development center to be built near Colorado Springs, to serve Ford's automotive and aerospace needs.

Rivard said the company also is expanding its computer-aided design capabilities at the diversified products technical center.

Among upcoming electronic innovations is a "talking car" option for the redesigned 1983 Ford Thunderbird and Mercury Cougar.

Called "voice alert," it produces reminder messages through synthesized speech. An electronic voice tells the driver if the door is ajar or, when leaving the car, if the key is in the ignition or the headlights are on.

Another new feature — automatic control of display brightness—will be added to the electronic instrument cluster for Thunderbird and Cougar.

An electronic eye measures the amount of light in the passenger compartment through a window beside the speedometer display and maintains brightness of readouts under conditions of bright sunlight, overcast skies and darkness.

Ford's Tripminder computer, currently available on standard-size Ford and Mercury cars, will show up on the '83 Thunderbird

Continued on Page 62, Col. 1

Electronic downsizing at Ford

Jerome G. Rivard, chief engineer for Ford Motor Co.'s Electrical and Electronics Division, compares the size of the company's original Electronic Engine Control (EEC-I), right, with the new fourth-generation EEC-IV. While EEC-I used seven custom large-scale integrated circuits for limited control of engine functions, EEC-IV achieves greatly expanded control with only two devices—a custom high-performance microprocessor and a large-capacity memory — each on a chip less than a quarter-inch square, Ford said.

Dealer shop business gains again in April

By Francis J. Gawronski
Service Editor

Service and parts business in new-car dealerships across the nation continued to increase in April, but the rate of growth declined sharply from that recorded in both March and February.

According to the Automotive News Service Index, shop volume in April amounted to 104.9 percent of the business recorded in the same month of 1981.

In March, service and parts business was 114.6 percent and in February it was 112.2 percent of the volumes registered in the same months the year before.

Although April's service and parts business dipped somewhat, it was the 14th consecutive month in which volume has shown an increase over the year-earlier month.

As in previous months, all indicators used in the Service Index except repair orders written showed increases in April. ROs dipped 11.4 percent, marking the fifth straight monthly decline.

The leading indicator in April was parts and P&A sales, up 14.2 percent, followed by shop parts sales, those used on customer-paid and warranty repairs, up 11.3 percent from the year-ago figures.

Gross profit on all labor, parts, and P&A sales, the most important indicator from the dealers' viewpoint, was up 7.6 percent, while total labor sales, both customer-paid and warranty, were up 0.5 percent. Gross profit was up 15.3 percent in March and 15.1 percent in February.

Figures used in the Service Index are averages compiled from replies on shop business from a cross-section of the nation's new-car dealerships.

For the first four-months of the year, dealers' shop volume amounted to 108.7 percent of the business for the same period a year ago.

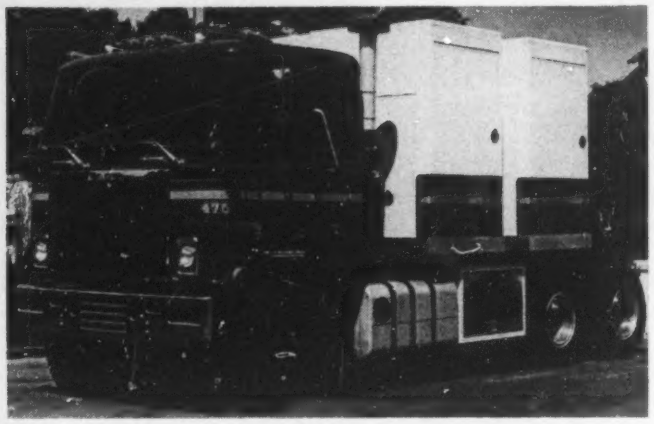
The leading indicator for the January-April period was sales of all parts and P&A, up 17.7 percent, while shop parts sales increased 16.3 percent and gross profit climbed 11.9 percent.

Labor sales jumped 6.0 percent in the period, while repair orders written dipped 9.6 percent.

SERVICE INDEX
104.9*

	April, '82 vs. April, '81	4 mos., '82 vs. 4 mos., '81
Gross Profit on All Labor and P&A Sales	+ 7.6	+11.9
Repair Orders Written	−11.4	− 9.6
Total Labor Sales (Customer & Warranty)	+ 0.5	+ 6.0
Shop Parts Sales (Customer & Warranty)	+11.3	+16.3
Sales of All P&A	+14.2	+17.7

*—Survey by Automotive News shows that dealers' service and parts business in April, 1982, was 104.9 percent of business in April, 1981. Service business in the four months of 1982 was 108.7 percent of business in the corresponding period in 1981.



Astro-Lighter totes generators

The Astro-Lighter tractor is a heavy-duty option package developed specifically for the motion-picture industry by GMC Truck & Coach Division. It is designed to carry self-contained, 800-amp turbodiesel-powered generator plants.

Special Astro designed for film-making role

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—GMC Truck & Coach Division has introduced a new tractor equipped with twin generators intended specifically for use in the motion-picture industry.

Called the Astro-Lighter, the new unit is capable of safely and legally carrying two generator plants and pulling a 40-foot trailer.

Joe Coffer, GMC project engineer on the Astro-Lighter program, said the tractor incorporates specific front-axle capacity, frame strength, wheel and tire combinations, wheelbase length, fuel-tank location and capacity, and fifth-wheel placement to accommodate the two Engine & Equipment Co. 800-amp turbodiesel generating plants.

The Astro-Lighter features a 75-inch BBC aluminum-tilt sleeper cab, Rockwell 18,000-pound capacity front axle, Hendrickson 38,000-pound rear suspension with Rockwell SQHD tandem axles and a reinforced frame.

All other regular production GMC options are available, Cof-

Continued on Page 38, Col. 3

Fruehauf, Alcoa see healthy gains in trailer sales

DETROIT. — Fruehauf Corp. and Aluminum Co. of America looked into their separate crystal balls for an idea of how truck trailer sales will be doing in the years ahead.

They saw gains coming in each of the next few years.

Alcoa predicts 1982 sales of 141,000 trailers, while Fruehauf sees a total of 136,000. Alcoa pegs 1985 sales at 205,000 units, while Fruehauf predicts 230,000.

Donald R. McCleary, market-

Continued on Page 38, Col. 3

truck industry news

Ownership/operating expenses 198 pct. higher than in '72

'81 truck costs up 15 pct., Hertz says

NEW YORK.—Typical truck-ownership - and - operating costs rose almost 15 percent in 1981, bringing total increases in commercial-vehicle expenses to nearly 198 percent since 1972, Hertz Corp. reported in its yearly estimate of truck outlays.

"The new figures indicate truck operators buying new tractor - trailer combinations in 1981 can expect to spend more than $520,000 to run these units a typical 100,000 annual miles over the next five years of their normal use-life," said a spokesman for the car-and-truck leasing and renting company.

The study noted that because of the key distribution role trucks play in the nation's economy, their continuing, above-inflation expense increases can have a "ripple" effect on prices consumers pay for all goods and services.

The newest cost rise puts the advance in typical truck - fleet per-mile outlays since the Arab oil embargo at almost double the 107 percent surge in the nation's overall living costs in the same nine-year (1972-81) period, the Hertz report pointed out.

The 1980 increase was 20 percent and 1979 and '78 rises each were 15 percent, the Hertz data shows, while 1977's advance was 11 percent, the '76 surge was 5.2 percent, 1975's climb 4 percent, and 1974 and 1973 boosts 25 percent and 7 percent respectively.

• The Hertz truck-expense survey lists ownership and running expenses for a typical 18-foot city-suburban pickup-and-delivery unit, for an 18-wheel over-the-road tractor-trailer combination unit and for 12 to 15 passenger commuter/cargo vans, often used in transportation pools.

The 1981 study reflects higher expenses in every truck cost category, with interest expenses jumping 36 percent and truck purchase prices themselves between 10 to 14 percent higher, the spokesman said.

For a typical over-the-road 55 to 65 foot, five-axle diesel tractor-trailer, average per-mile costs over a five-year, half-million mile use-life reached 82.34 cents in 1981, compared with 72.45 cents in 1980.

In 1971, the cost was 27.38 cents and in 1972 it was 27.94 cents. The 1980-81 rise was 13.7 percent and the total for the decade was 201 percent for tractor-trailer combinations.

"Even if expenses should stay at present levels, these figures mean a typical tractor - trailer will cost some $411,700 to run for the next five years—and this excludes driver compensation and fringe benefits which could

Continued on Page 61, Col. 1

Side-loader chassis added to Mack MR line

ALLENTOWN, Pa. — Mack Trucks, Inc., has introduced a new version of its MR low-cab-forward series chassis specifically designed to accommodate side-loading refuse bodies.

The MR side-loader drop-frame chassis, under development by Mack engineering since early 1981, is modified to Mack design specifications by Phoenix Mfg. Inc., Nanticoke, Pa., and is marketed and warranted by Mack.

The new vehicle was unveiled at the International Waste Equipment and Technological Exposition recently held in St. Louis.

Mack said market studies of side-loader chassis potential, initiated in 1980, revealed significant growth opportunities — particularly in larger municipalities where the advantage of one - person operation result in labor, insurance and time savings.

The side-loader market has grown by nearly 7 percent annually since 1975, the firm noted, and industry forecasts project 5 to 10 percent annual growth through 1985, predominantly among drop-frame chassis. Side-loaders accounted for approximately 32 percent of all residential refuse collection in the U. S. in 1981.

The Mack MR side-loader is designed to accommodate bodies from all major manufacturers.

The chassis incorporates a special deep-section drop-frame configuration of high - yield-strength steel constructed with body-bound bolts which the firm said delivers an excellent frame safety factor.

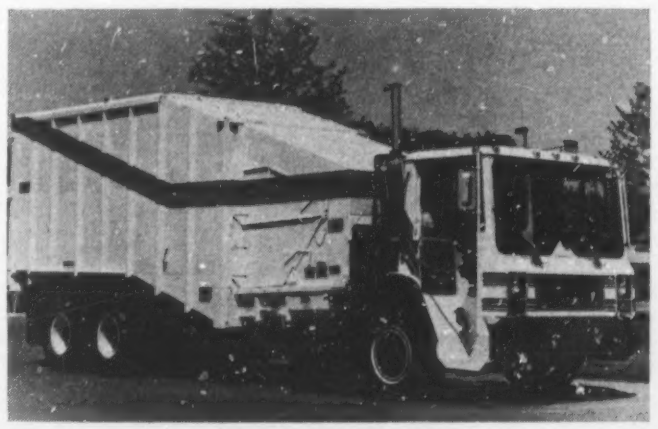
The 60-degree tilting, all-galvanized steel cab features dual controls with left-hand drive and a right-hand, stand-up operating position, including dual steering, throttle, service brakes and transmission selector controls.

A sliding glass cab divider separates the drive and operating segments, and Mack said the large window areas afford superb visibility. Available cab equipment includes integral power steering, integral air conditioning and a full range of other options.

Powertrains offered on the Mack MR side-loader include Mack diesel engines of 200 to 285 HP, as well as the Mack/Scania E4-210 and Cat 3208, all teamed with a choice of Allison automatic transmissions.

Mack front axles of 18,000 or 20,000-pound ratings are offered, along with single or tandem rear axles from Mack (23,000 pounds to 44,000 pounds, dual-reduction), Eaton or Rockwell.

Other features include a comprehensive warranty, covering the frame (full coverage: 12 months or 25,000 miles, pro-rated coverage: 36 months or 300,000 miles) and cab (full coverage: 12 months or 25,000 miles, pro-rated coverage: 12 months or 100,000 miles.



Mack chassis features dual controls

The new Mack MR side-loader chassis is designed specifically to accommodate side-loading refuse bodies from all major manufacturers. The vehicle features an all-galvanized steel cab with dual controls and a right-hand, stand-up operating position for efficient one-person use.

truck personnel

Continued on Page 38, Col. 4

GM truck/bus group names 4 to key posts

General Motors Worldwide Truck and Bus Group has announced the appointment of four key executives. They are:

James C. Salrin, finance manager with responsibility for all truck/bus analysis and financial control. A 30-year GM veteran, he had been Chevrolet finance manager since 1974.

John D. Rock, vehicle sales and service manager. He had been executive director for GM Holden's in Australia since 1979.

Wallace W. Edwards, international staff manager with responsibility for coordinating Truck and Bus Group activities with GM of Canada, Diesel Division of Canada, GM do Brasil, GM de Mexico, North American Vehicles Overseas and international joint ventures.

D. Dean Forester, engineering staff manager with design and engineering support responsibility for worldwide trucks, buses and vans.

Rutherford heads IH manufacturing unit

Jack D. Rutherford has been promoted to president of International Harvester's Manufacturing Group. Formerly the group's senior vice president for operations, he succeeds Donald D. Lennox, who last month was named president of the firm.

Rutherford joined the company in 1978 as senior vice president, North American oper-

Continued on Page 38, Col. 4

J. D. Salrin

J. D. Rock

W. W. Edwards

D. D. Forester

Truck calendar

June 10-12—American Truck Historical Society, 11th annual convention and third annual antique-truck show, Sheraton West Hotel, Indianapolis.

Aug. 10-15—28th annual Midwest Manufactured Housing and Recreational Vehicle Show, Notre Dame University, South Bend, Ind.

Sept. 20-23—Assn. of Diesel Specialists, convention & exhibition, Caesars Palace, Las Vegas.

Oct. 10-13—Recreation Vehicle Dealers Assn. of North America, annual convention, Marriott Hotel, Nashville.

Oct. 18-20 — Truck Body & Equipment Assn., 35th annual convention and exposition, Stouffer's Cincinnati Towers and Cincinatti Convention Center, Cincinnati.

Oct. 17-20 — American Trucking Assns., annual convention, Hotel Bonaventure, Los Angeles.

Oct. 31-Nov. 2 — TRUCKCAN 1982, International Center, Toronto.

Nov. 8-12—SAE National Truck Meeting, Indianapolis Hilton, Indianapolis.

Nov. 30-Dec. 3 — 20th annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

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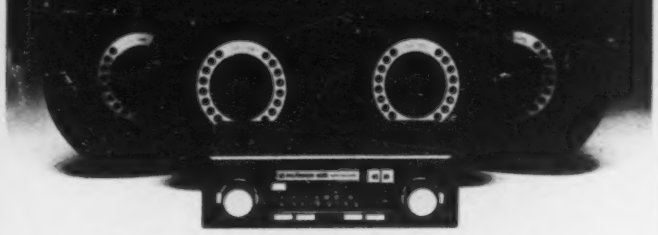

The National Coach Corporation believes ears deserve the same posh treatment as the rest of the body. Which is why all their Landmark van conversions now come with a feature-packed Pioneer UKP-4200 AM/FM cassette car stereo and two pairs of Pioneer TS-160 speakers as standard equipment.

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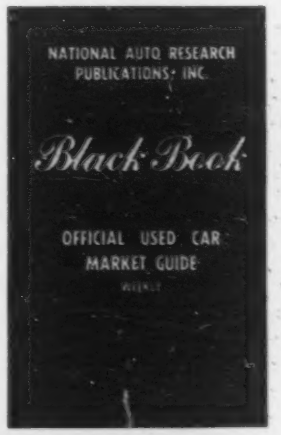

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IMPORT REGISTRATION SHARES IN U. S.

	MARCH					THREE MONTHS				
	Regis., March, 1982	Percent Share of Market	Regis., March, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 3 mos., 1982	Percent Share of Market	Regis., 3 mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Toyota	40,453	23.04	55,178	24.44	— 1.40	114,120	22.90	143,939	23.98	— 1.08
Nissan	33,021	18.81	39,029	17.29	+ 1.52	91,881	18.44	105,012	17.50	+ 0.94
Honda	29,583	16.85	32,657	14.47	+ 2.38	88,207	17.70	94,398	15.73	+ 1.97
Mazda	12,582	7.16	17,156	7.60	— 0.44	33,242	6.67	46,899	7.82	— 1.15
VW	12,174	6.93	20,393	9.03	— 2.10	35,121	7.05	55,803	9.30	— 2.25
Subaru	11,606	6.61	12,365	5.48	+ 1.13	33,333	6.69	32,683	5.45	+ 1.24
Volvo	5,659	3.22	.....	.....	.....	15,785	3.17	.....	.....	.....
Mercedes	4,824	2.75	5,011	2.22	+ 0.53	14,782	2.97	13,369	2.23	+ 0.74
BMW	3,896	2.22	.....	.....	.....	10,774	2.16	.....	.....	.....
Audi	3,629	2.07	.....	.....	.....	10,611	2.13	.....	.....	.....
Fiesta	.....	.....	6,336	2.81	.....	.....	.....	15,961	2.66	.....
Colt	.....	.....	5,728	2.54	.....	.....	.....	13,396	2.33	.....
Champ	.....	.....	5,579	2.47	.....	.....	.....	13,246	2.21	.....
Others	18,148	10.34	26,301	11.65		50,417	10.12	65,344	10.89	— 0.77
TOTAL	175,575		225,733			498,273		600,050		
Share of U. S. Total		28.08		26.59			29.65		27.77	

Registrations for the state of Florida temporarily delayed; not available for Oklahoma.

But market share sets record for March

Import registrations down 22 pct.

By Jenny L. King
Staff Writer

Registrations of new imported cars in the U. S. in March were down 22.22 percent from their year-ago level but notched a record penetration figure of 28.06 percent. It was the sixth consecutive month in which a penetration record was set, beginning last October.

According to figures compiled by R. L. Polk & Co., March registrations totaled 175,575, down 22.22 percent from 225,733 a year earlier. Registrations for the first three months of 1982 were down 16.69 percent, to 498,273 from 600,050.

Registrations in March were up 7.19 percent from 163,804 in February, and up 10.50 percent from 158,894 in January.

Record market penetration this March of 28.06 percent was up more than one percentage point from 26.59 percent for the month in 1981.

First-place importer Toyota slipped to 40,453 units from 55,178 last year and lost 1.40 percentage points along the way. Its 23.04-percent penetration was still considerably ahead of second-spot Nissan's 18.81-percent share. Nissan was up 1.52 percentage points from 17.29 percent.

Third-place Honda was up 2.38 percentage points, to 16.85 percent from 14.47 percent a year ago, and Mazda leapfrogged over Volkswagen to claim fourth place with 7.16 percent of the import market. VW, in fifth place, was down 2.10 percentage points, to 6.93 percent of the market from 9.03 percent.

Subaru was up 1.13 percentage points, to 6.61 percent from 5.48 percent and Mercedes-Benz was up 0.53 percentage points and up from ninth into eighth place. Volvo, BMW and Audi replaced Fiesta, Colt and Champ among the top ten imports.

The top ten represented 89.66 percent of the import market, up from 88.35 percent last year.

• Japanese-built cars accounted for 77.61 percent of the March import market, up from 75.83 percent in 1981. German cars captured 14.53 percent, down from 17.27 percent a year earlier. Swedish products had 3.94 percent, up from 2.74 percent; France built 2.38 percent, up from 1.78 percent; Italian products were 1.05 percent, down from 1.57 percent; Britain had 0.35 percent, down from 0.81 percent, and Ireland stood at 0.14 percent.

For the first quarter of 1982, Japanese imports claimed 77.73 percent; German, 14.88 percent; Swedish, 3.90 percent; French, 2.13 percent; Italian, 0.82 percent; British, 0.35 percent, and Irish, 0.19 percent.

Imported-car totals by country of origin in March, 1982, compared with the previous year were:

	March, 1982	March, 1981
Japan	136,261	171,163
West Germany	25,508	38,993
Sweden	6,925	6,201
France	4,180	4,008
Italy	1,846	3,544
Britain	620	1,824
Ireland	235	.....

Registrations by country of origin for the first three months of 1982 with their year-ago comparisons were:

	3 mos., 1982	3 mos., 1981
Japan	387,306	457,490
West Germany	74,125	104,379
Sweden	19,461	15,803
France	10,612	10,575
Italy	4,072	7,945
Britain	1,755	3,858
Ireland	942	.....

Registrations of imported trucks were down in March compared with the total for the month a year earlier. Truck imports numbered 36,176, down 19.13 percent from 44,736.

Truck figures for March, 1982, compared with March, 1981, were:

	March, 1982	March, 1981
Toyota	11,194	10,212
Nissan	7,654	10,950
Dodge Ram 50	4,302	.....
Mazda	2,816	.....
Ford Courier	.....	6,769
Chevrolet LUV	.....	6,724
Others	10,210	10,081

Truck imports for the first three months of 1982 were down 10.17 percent, to 101,125 from 112,575. Totals were as follows:

	3 mos., 1982	3 mos., 1981
Toyota	30,698	27,086
Nissan	22,044	24,822
Ford Courier	10,309	17,064
Dodge Ram 50	9,558	.....
Chevrolet LUV	.....	17,142
Others	28,516	26,461

Supreme Court lets stand ruling on ad's warranty role

WASHINGTON. — The U. S. Supreme Court, in refusing to review a lower court decision, has left standing a ruling that advertising and sales materials do not constitute a "written warranty" within the meaning of the Magnuson-Moss Act.

At issue is a class action brought in Illinois concerning General Motors Type 200 transmissions installed in cars that were advertised as having Type 350 transmissions or "transmissions of similar quality and performance."

This case—Skelton vs. GM—concerned alleged deception. It differs from other GM transmission class actions and the case brought by the federal Trade Commission, which allege premature failure of the Type 200 GM automatic transmissions.

In Skelton vs. GM, the district court held that advertising and sales material do not come within the definition section in the 1975 law, but it refused to dismiss on grounds that the Magnuson-Moss Act should reach "beyond the four corners of the formal warranty" to "any written representations made in connection with the sale of the same product which is covered by a formal warranty . . ."

The Seventh Circuit Court reversed, holding that the act must be read with the definition provided, and the Supreme Court, by denying certiorari, lets the Circuit Court view prevail.

25-year award

Robert E. Poland, right, owner-operator, Poland Pontiac-Buick, Inc., Effingham, Ill., is honored by H. T. Ridsdale, St. Louis zone manager, on behalf of Pontiac, for his 25 years as a dealer.

Toyota deal formed

WESTPORT, Conn. — Toyota of Westport, Inc., has been formed. Robert E. Crabtree is president.

WHY THE PROTECTOR?™

NUMBER 1 IN A SERIES.

We offer the only program so complete it protects your customer's entire car, benefits your entire sales force, and covers the entire country.

The Protector Program goes far beyond the usual chemicals and sealants. It includes an array of electronic and aftermarket items, as well as the advertising, training and marketing support to sell them. It is an all-encompassing program that makes it simple and easy for you to profit from the fast-growing aftermarket protection industry.

Warranties with one source and no inspections.

The Protector provides a lifetime warranty with its rustproofing, fabric and sound shields. Our exterior paint shield is warranted for a full 3 years. All of these warranties require no inspections. And for additional protection for both consumer and dealers, all our chemical products are backed by an independent insurance policy. Another example of the totality of The Protector Program is our 50-state service network. From now on, a dealer in Atlanta won't get headaches from a warranty on an item sold in Fairbanks.

We'll make your salesmen aftersale specialists.

The Protector Program lets you sell the customer everything he needs to protect his car from the inside out, from bumper to bumper, from coast to coast, under one brand name, in one close.

There is nothing complicated about The Protector Program. To make certain that it works for you, we provide complete training. Our own staff will provide all the materials and in-dealership training that is necessary. We even follow up on a continuing basis with refresher sessions and a constant input of new product information. Once you decide to let The Protector work for you, we take over.

You may make bigger profits on The Protector than on the new car it's protecting.

Remember the days when your customers would look at a sticker price and automatically start bargaining at a figure ten per cent lower? Well, today's conditions don't allow for the kinds of margins that used to be built into the sticker. But The Protector gives you new margins to work with. Bigger margins than our competitors. The kinds of margins that provide larger profits per car than you thought were possible. Profits that make a really good looking bottom line.

Plenty of support to help you sell.

The Protector's total program includes heavy consumer advertising in television, radio and newspaper. Your customers will know about The Protector before they walk in your showroom. They'll see T.V. commercials in prime time shows. We also provide a full range of materials for showroom use, including brochures, signs and wall displays that presell the need for protection before your salesman ever mentions it.

We specialize in new product innovations. The Protector is the only source for Dana's excellent dash-mounted cruise control. Now we have a new device that promises to be just as popular and profitable an item.

New products, new programs.

It's The Protector RCS-1000. A remote computer starter. It lets the driver start his car from as far away as 500 feet. From inside the house. The RCS-1000 can make the vehicle cool in the summer or warm in the winter before the driver ever gets into it.

These are only some of the facts that have sold thousands of new car dealers on The Protector Program. For a detailed look at what The Protector can do for you and your profits, mail in the coupon below. It's actually all you will ever need to do.

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We protect your bottom line.

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(312) 833-6877

Service and Warranty Information
800-323-6130 (except in Illinois)

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TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

( ) TELEPHONE _____

☐ Dealer ☐ Distributor

factories list auction dates

American Motors

June 8—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

June 10—Evansville Auto Auction, Evansville, Ind.; Fredericksburg Auto Auction, Fredericksburg, Va.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Todd Auto Auction, Telford, Pa.

June 15—Ohio Auto Auction, Columbus, O.

June 16—Dallas Auto Auction, Grand Prairie, Tex.; Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Auction, Warehouse Point, Conn.; Central States Auto Auction, Mason City, Ia.

June 17—Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 18—Concord Auto Auction, Acton, Mass.; Floyd Hauhe Auto Auction, Bridgeton, Mo.

June 22—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

June 23—Evansville Auto Auction, Evansville, Ind.; Fredericksburg Auto Auction, Fredericksburg, Va.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Todd Auto Auction, Telford, Pa.

June 29—Ohio Auto Auction, Columbus, O.

Ford Motor Co.

June 15—Aptco Auto Auction, Taylor, Mich.

June 16—Golden Gate Auto Auction, Fremont, Calif.

June 17—Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 23—Clanton's Auto Auction, Darlington, S. C.

June 23—Clanton's Auto Auction, Fremont, Calif.

Chrysler Corp.

June 8—Aptco Auto Auction, Taylor, Mich.

Model breakdown
Auction Averages

	JUNE TO DATE	MAY	APRIL
1982	$9,707	$9,102	$8,891
1981	6,835	6,995	6,979
1980	5,454	5,439	5,472
1979	4,375	4,807	4,638
1978	3,697	3,874	3,764
1977	2,775	2,986	2,917
1976	2,336	2,146	2,183
1975	1,480	1,539	1,491
Overall Average	$4,625	$4,799	$4,710

4 dealers in Hawaii signed by Isuzu

LOS ANGELES. — American Isuzu Motors has signed four dealers in Hawaii to handle its Isuzu P'UP pickup trucks.

They are: Cutter Isuzu, Aiea, Hawaii; Isuzu Center, Honolulu; Mike Salta Isuzu, Honolulu, and Windward Isuzu, Kailua.

Five firms added to network

Nationalease expands

CHICAGO. — The National Truck Leasing System (Nationalease) has added five firms to its franchise network, according to T. W. H. Miller, president.

The firms include Rick Warner Ford, Salt Lake City, with Richard L. Warner, president; John W. Wittwer, executive vice president; and Bart C. Warner, vice president. The firm has been in business for more than 10 years.

Pacific Mack, Inc., Tacoma, Wash, which has been in business for two years, has Kent Gilchrist as president and Jack Porter, vice president.

Coxe Leasing Corp. with facilities in Florence, S. C., and Richard Coxe as president; John C. Yarborough, executive vice president; and D. M. Luper, vice president, have been in business five years.

Landmark Truck Leasing, Inc., Knoxville, with C. Mayo Sydes as president and Ron Cooper as general manager. Landmark has been in business two years.

Also, California Finance & Lease Co., Inc., a 10-year-old company in Fresno, Calif. Ted Smith is president and Joyce Smith is vice president.

Used car sales
Auction Averages

June to date	$4,625
Month ago	$4,784
Year ago	$4,146

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

WASHINGTON

SOUTH SEATTLE AUTO AUCTION

Salmon Barbecue Sale

WEDNESDAY, JUNE 23, 1982, 11 A.M.

Over 1500 cars and trucks

SPECIAL CONSIGNMENTS BEGINNING AT 11 A.M.

LANE A—FORD LINCOLN MERCURY DAY
100 Budget and Hertz Rental Cars

LANE B—GENERAL MOTORS DAY
100 National and Avis Rental Cars

LANE C—CORVETTE SALE
50 to 75 Corvettes—All makes and models

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- Guaranteed Titles
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Mac McCollum & Jim & Bill Williams

FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
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10 A.M.

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BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)

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Ken Kimball
Every Thursday, 10:30 A.M.

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South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

SOUTH CAROLINA

Bruce Auto Auction & Reese Custer—Fleet and Lease car and truck disposal our thing. AAA credit. 833-242-3090, Greenville, S. C.

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COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA. 8815 Second St., N.W., 505-898-9540.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday Sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

RHODE ISLAND

Pawtucket Auto Auction. Tuesday evenings 7 P.M. 3 lanes. Guaranteed checks and titles. Member NAAA. 401-725-3900.

Use Automotive News Want Ads for Quick Action

Excellence times eleven

For the 11th time in its 55-year history, Bill Luke Chrysler-Plymouth, Inc., Phoenix, has won Chrysler Corp.'s award for excellence, which recognizes outstanding performance in all phases of dealership facilities and operations. Principal and cofounder of the firm Bill Luke, center, is joined by Clark J. Vitulli, right, Los Angeles zone manager for Chrysler, and Luke's son, Don, general sales manager at the dealership.

Outstanding service, dedication

A special honor plaque in recognition of outstanding service and dedication to the public and Chrysler Corp. is presented to Pol Raynal, right, by Tom Pappert, Chrysler sales vice president. Raynal recently retired after 48 years as a Chrysler Corp. dealer in Detroit.

Martin men are Cadillac's best

Three salesmen from Martin Cadillac, West Los Angeles, recently were cited for their sales efforts with cash awards and certificates recognizing them as the top 1981 Cadillac sales people in the Los Angeles zone. Tony Fercano, center, closed deals on 292 cars to win the No. 1 plaque. Second was Laurie Murphy, left, with 246 sales to his credit, followed by Sonny Sonnenberg, at 221 Cadillacs. Combined sales of the winners were more than $13 million, according to a Martin Cadillac spokesman.

Ford ordered to pay $821,375 in Mustang fire

BOSTON.—A jury in federal court here has awarded $821,375 to the driver of a 1972 Ford Mustang that burst into flames when it was hit in the rear by another vehicle five years ago.

The jury in U. S. District Court found Ford Motor Co. was negligent in locating the gasoline tank under the trunk without a protective shield. Later Mustang models have such a shield.

James D. Elias, 34, of Derry, N. H., who was badly burned in the accident, testified he was traveling 55 MPH on Rte. 495 in Merrimac, Mass., at the time of the accident. But Ford witnesses testified their analysis indicated Elias was parked on the highway at 2 a.m. with the headlights out.

Elias earlier had settled a claim against the driver of the other car, Joseph A. Iannacci, 35, of Woburn, Mass., for $5,000.

Jack Ridenour, a Ford Motor Co. engineer, testified that in his opinion the Mustang was stopped at the time of the accident. Inspection of the vehicle after the accident, he said, showed that the ignition switch and the headlights were off and the gearshift lever and transmission were in Park position.

Ridenour also cited the extent of damage and the distance the vehicle moved after impact.

A Ford lawyer indicated an appeal was being considered.

U.S. petitioned to end tax credit on Japanese tools

WASHINGTON. — A petition asking for an indefinite suspension of the investment tax credit for Japanese-made machine tools has been filed by Houdaille Industries, Fort Lauderdale, Fla.

The 1971 Revenue Act allows the President to take such action if the foreign country has trade restrictions which burden U. S. commerce in ways inconsistent with trade agreements or engages in discriminatory conduct or restricts U. S. commerce.

Houdaille claims Japan has formed a machine-tool cartel and shields its members from competition by allocating markets and by other anti-competitive agreements and practices.

Houdaille also charges Japan with promoting the cartel by giving it tax advantages, concessions, loans, research grants and other subsidies.

The petition affects numerically controlled machining centers and numerically controlled punching machines.

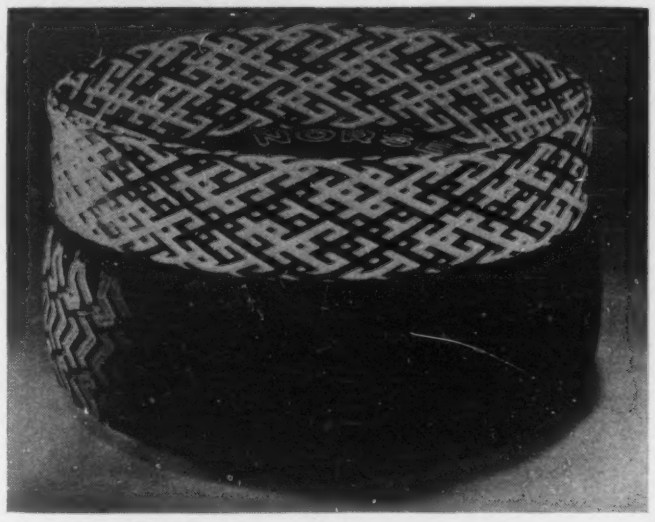
Houdaille also asks for a Presidential review after five years.

The Office of the U. S. Trade Representative will coordinate an interagency review and make a recommendation to the President. The Trade Policy Committee will also issue a report. Comments from interested parties are requested by the end of June.

Phoenix Chevy dealers elect Black to council

ALBUQUERQUE.—Ed Black, president of Ed Black's Chevrolet Center here, was elected by Chevrolet dealers in the Phoenix zone to represent them on the Pacific Coast Regional Dealer Council.

Ed Black's Chevrolet Center has been in business since 1949.



New tire belt

Armstrong Rubber Co. is introducing this new woven belt on its Norseman RV tire line. The belt shown atop the tire here was woven with contrasting strips to make visible the belt's interwoven pattern.

Armstrong unveils RV tire it calls far more durable

NEW HAVEN, Conn. — Armstrong Rubber Co. unveiled what it called a revolutionary manufacturing technology resulting in tires which consistently test better in durability than comparable products.

A new woven tread reinforcement process registered under the trademark Tredloc employs duPont Kevlar fiber to produce a light, tough belt totally different from those typically used on conventional radial tire manufacturing, Armstrong said.

Tredloc strengthens belt edges and prolongs belt edge integrity, reducing a common cause of tire failure.

Tests show that tires reinforced with the Tredloc belt outperform other similar conventional belted tires under high load laboratory wheel tests at 60 MPH and overload vehicle tests at 70 MPH, the company said.

DuPont conducted a stepped decreasing inflation pressure wheel test at 60 MPH with Tredloc running 100 percent farther than similar tires with standard cut belts, Armstrong said.

The Tredloc woven belt in comparison with other radials: Has better edge integrity; does not readily come apart since it is a single entity; establishes a superior bond to other tire components, due in part to its woven structure; wears better in the shoulder area of the tread; withstands low pressure abuse, and delivers a soft and more uniform ride, Armstrong said.

The first application of the new process is in Armstrong's Norseman tires for recreational vehicles. Tredloc-reinforced Norseman tires will be on the market soon, according to John Breslin, vice president of marketing at Armstrong. It is planned Tredloc will be integrated into other Armstrong radial lines in the future.

"Armstrong is determined to become an increasingly important participant in the tire industry," Breslin said.

Car market rises in Norway in first quarter

OSLO.—First-quarter new-car sales in Norway totaled 28,841, an increase of 16.9 percent over the year-earlier total of 24,365.

Renault sales declined sharply because Volvo has taken over Renault marketing in Norway and sells only the Renault 5, having withdrawn other Renault models from this market.

Sales by make were:

	3 mos., 1982	3 mos., 1981
BMW	578	269
Daihatsu	111	187
Datsun	1,812	1,972
Dodge	31	50
Fiat	474	408
Ford	4,646	4,062
Honda	1,112	965
Lada	981	512
Mazda	3,207	2,418
Mercedes-Benz	339	273
Mitsubishi	953	859
Opel	3,823	2,882
Peugeot SA	1,674	1,238
Citroen	464	205
Peugeot	688	556
Talbot	522	477
Renault	182	673
Saab	662	463
Skoda	185	205
Subaru	249	272
Toyota	2,188	1,808
VAG	3,237	2,772
Volkswagen	2,479	2,031
Audi	758	741
Volvo	1,881	1,625
Others	156	452
TOTAL	28,481	24,365

25 VW years

Robert S. Estes, right, Volkswagen dealer at Precision Volkswagen, Beverly Hills, Calif., receives his 25-year dealer award from Jimmy Jones, Los Angeles regional manager.

June production also due to trail 1981

May car output lowest since 1958

By Patricia Hoffman
Staff Writer

Auto production in May was the lowest for that month in 24 years, and the June outlook is not bright.

Last month, the makers built 515,913 cars, down 22.58 percent from 666,389 in the comparable 1981 period. It was the lowest total for May since 1958 when only 349,613 units were assembled.

Breakdown for May by company is: General Motors, 60.67 percent; Ford Motor, 25.98 percent; Chrysler Corp., 10.40 percent; Volkswagen of America, 1.76 percent; American Motors, 1.11 percent and Checker Motors, 0.08 percent.

Another decline is expected for June as the makers forecast 584,642 units, a drop of 17.95 percent from 712,524 in the comparable month last year.

For second quarter, the auto manufacturers are looking at 1,590,569 units, down 21.73 percent from 2,032,219 units built the second three months last year, and the lowest for that quarter since 1,550,195 units were built in 1961. This would bring the total for the first half of 1982 to 2,677,569 cars, down 25.58 percent from the 3,597,750 built during the first six months last year.

Due to the Memorial Day holiday last week, the makers scheduled only 111,938 cars, down 14.53 percent from the 130,964 units built during five days the previous week and down 29.25 percent from 158,211 in the comparable 1981 week.

So far this year, the car manufacturers have finished 2,204,865 cars, down 27.37 percent from 3,035,743 at this time in 1981.

Production of the Cadillac Cimarron began last Tuesday (June 1) at GM's Janesville facility. The plant is scheduled to produce 1,638 Cimarrons before it suspends operations for 1983 model changeover on July 30.

Cimarron assembly was halted at GM's South Gate plant on March 23.

Downtime was scheduled last week at VWoA's Westmoreland facility. The point has been idle since May 24 for inventory control.

American Motors' Kenosha plant remained idle after the Memorial Day holiday last week, starting a two-week vacation. The plant is slated to return June 15 with production of the new Alliance.

Saturday overtime was scheduled last week at four GM and three Ford facilities. They are GM Doraville, Flint, Tarrytown and Van Nuys, and Ford Kansas City, St. Louis and Wixom.

Daily overtime continued last week at Chrysler's St. Louis plant. It has worked a daily nine-hour shift since May 17.

Truck production increases in May; gain seen in June

Domestic truck production in May fared considerably better than in the comparable 1981 month, and the upswing in output is expected to hold through the second quarter.

The truck manufacturers built 190,832 units last month, a 16.90 percent gain from 163,237 in the same period last year. It was the highest output for that month since only 338,961 units were completed in 1979.

The June forecast shows another gain for the makers as 199,716 units are slated, up 10.77 percent from 186,857 trucks in the same 1981 month.

The outlook for second quarter is 567,138 units, up 16.24 percent from 507,028 in last year's quarter. That would bring production for the first six months of 1982 to an estimated 1,018,544 units, compared with 958,168 in the first half of 1981.

With all operations idled last Monday in observance of Memorial Day, the truck makers scheduled output of 42,006 units, down 4.05 percent from 43,779 the previous week, but up 3.15 percent from 40,724 in the comparable 1981 week.

So far this year, the makers have finished 869,234 units, a 9.85 percent gain from 791,288 in last year's year-to-date.

Volkswagen of America's Westmoreland facility was idle last week for inventory adjustment.

Downtime began today (June 7) at American Motors' Toledo point. The facility will be idle two weeks for vacation.

Saturday overtime is scheduled this week at four General Motors points and one Ford Motor facility. They are GM Janesville, Lordstown, St. Louis and the S-truck line at Pontiac—and Ford Michigan Truck.

For the 14th consecutive week, daily overtime was scheduled last week at Chrysler's Warren truck plant. The facility has been on a daily nine-hour shift.

Ad agency quits AMC Canada to try for Mazda

PICKERING, Ont. — Mazda Canada, Inc., was expected to pick the winner from among five contenders for its $4 million advertising account late last week, but American Motors of Canada's selection will take a while yet.

American Motors lost an agency, and Mazda picked up a fifth contender when McKim Advertising, Toronto, decided to go after the Mazda Canada account.

The other four contenders are: incumbent McConnell Advertising, Foote, Cone & Belding (Mazda's U. S. agency), F. H. Hayhurst Advertising and The Jerry Goodis Agency.

McKim had had AMC's Canadian account for 50 years, but was seeing it slip increasingly away as a result of Cossette Communication-Marketing's doing all English and French ads for AMC's steadily growing Renault line.

So AMC is looking for a replacement agency to handle some $1.7 million worth of billings (1981). It invited Cossette and several others to compete.

Canada in May: Car output up, trucks down

Canadian auto production in May rose 3.35 percent above the comparable 1981 period, but truck output fell 20.05 percent from the year-ago month.

The auto makers wrapped up May production with 88,129 units, up from 85,274 built the same month last year. It was the most for that month since 99,878 units were finished in 1979.

Truck production last month totaled 51,837 units, down substantially from 64,837 in the comparable 1981 period, but higher than the 44,069 units completed in May, 1980.

Returning to normal five-day operations last week, the auto makers scheduled output of 21,230 units, up 16.30 percent from the 18,255 built in the previous shortened holiday week (Victoria Day). But the total was 6.37 percent below the 22,675 assembled in the comparable week last year.

The truck manufacturers targeted 12,726 units last week, a 19.94 percent gain from 10,610 trucks in the previous four-day week and up 3.08 percent from 12,346 in the comparable 1981 week.

So far this year, the makers have finished 401,451 cars, up 4.13 percent from 385,521 in last year's comparable period.

Year-to-date, the truck manufacturers have assembled 237,812 units, down 5.67 percent from 252,098 built through June 6, 1981.

Saturday overtime was scheduled last week at Chrysler Corp.'s Windsor car and truck facilities.

Starting July 19, the Chrysler Windsor car point will begin a two-week vacation with operations slated to resume Aug. 2.

U. S. CAR PRODUCTION

	Week Ended June 5, 1982	Week Ended June 6, 1981	Week Ended May 29, 1982	May Total	Jan. 1 to June 6, 1981	Jan. 1 to June 5, 1982
AMERICAN MOTORS	1,400*	2,400*	1,400*	5,749	49,254*	26,099
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	12,500	19,434	15,757	53,645	370,027	265,462
Plymouth Total	5,300	10,244	7,139	21,775	190,425	111,366
Horizon	2,000	3,602	2,316	4,968	72,678	33,479
Reliant	3,300	6,642	4,823	16,807	108,160	77,887
Caravelle	.....	.....	.....	.....	2,139	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,200	.....	2,574	11,059	22,078	50,399
LeBaron	2,200	.....	2,574	11,059	17,236	50,399
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	5,000	9,190	6,044	20,811	157,504	103,697
Omni	1,800	4,096	2,451	4,574	55,417	30,990
Aries	2,400	5,094	2,612	12,386	85,761	57,928
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	800	.....	981	3,851	.....	14,779
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	29,160	34,153	34,291	134,046	646,374	498,716
Ford Division	18,728	22,313	23,141	90,878	443,590	318,506
Escort	6,889	8,154	8,669	37,458	167,762	135,548
Fairmont	3,249	4,921	4,174	17,139	94,402	53,838
Must./Must. II	3,009	4,702	4,088	16,339	72,485	57,622
Granada	3,525	2,739	3,536	13,674	37,761	49,676
Thunderbird	1,864	.....	2,385	5,070	32,017	18,274
Ford	.....	1,797	.....	.....	39,163	.....
EXP	192	.....	289	1,198	.....	3,548
L-M Division	10,432	11,840	11,150	43,168	202,784	180,210
Mercury Total	8,436	9,790	9,072	34,157	171,856	136,290
Lynx	2,170	3,064	2,353	10,091	57,776	40,077
Capri	895	1,874	831	3,183	24,655	13,771
Zephyr	1,359	1,994	1,336	5,496	27,840	17,394
Cougar	1,493	1,532	1,843	6,181	19,152	24,244
XR-7	709	.....	838	1,419	13,777	5,765
Mercury	1,764	1,326	1,843	7,661	28,656	34,273
LN7	46	.....	28	126	.....	766
Lincoln Total	1,996	2,050	2,078	9,011	30,928	43,920
Continental ('82)	403	.....	415	1,801	.....	9,317
Lincoln	979	1,032	1,090	4,618	15,013	19,501
Mark VI	614	1,018	573	2,592	15,915	15,102
GENERAL MOTORS	68,778	102,154	79,416	312,989	1,887,198	1,372,903
Buick Division	16,626	19,227	18,794	73,396	426,331	324,014
Skylark	2,943	5,327	3,183	12,802	115,915	58,409
Skyhawk J	2,228	.....	3,364	13,947	.....	42,322
Century	3,006	2,324	2,770	10,785	78,881	54,488
Regal	4,358	7,364	4,680	18,207	128,284	82,889
Buick	3,211	3,099	3,650	13,437	76,048	69,898
Riviera	880	1,113	1,147	4,218	27,203	16,008
Cadillac Division	4,358	6,638	5,251	21,319	124,563	106,871
Cimarron	30	664	.....	.....	1,956	1,431
Seville	276	411	591	2,346	12,918	10,985
Eldorado	1,172	1,350	1,025	4,501	30,244	27,462
Cadillac	2,880	4,213	3,635	14,472	79,445	66,993
Chevrolet Division	21,147	39,505	25,685	106,714	676,508	426,591
Chevette	4,860	7,325	6,133	25,086	146,940	94,283
Cavalier	916	2,695	1,434	5,827	15,613	37,639
Celebrity	1,429	.....	1,868	9,098	.....	29,970
Camaro	4,764	4,711	4,815	20,846	63,203	97,022
Citation	3,772	8,418	4,994	20,800	167,330	72,742
Malibu	3,086	6,981	3,542	13,718	125,615	47,014
Monte Carlo	1,374	4,144	1,822	7,055	66,267	25,890
Chevrolet	460	4,776	469	1,862	78,396	9,178
Corvette	480	455	608	2,422	13,144	12,853
Oldsmobile Division	13,858	21,991	15,807	58,691	438,156	327,647
Omega	1,505	3,269	1,726	6,916	69,334	36,621
Firenza	808	.....	963	3,985	.....	29,381
Cutlass	3,840	11,915	4,128	11,402	219,217	79,521
Cutlass/Ciera	2,557	.....	2,869	11,522	.....	52,936
Oldsmobile	4,444	5,921	5,251	21,447	126,671	113,942
Toronado	704	886	870	3,419	22,934	15,246
Pontiac Division	12,795	14,793	13,879	52,869	221,640	187,780
Acadian†	120	473	445	1,355	10,695	5,609
J2000	1,364	2,095	1,329	4,884	14,255	14,151
T1000	1,248	2,375	1,577	6,261	29,732	12,230
Firebird	3,156	2,753	3,188	13,931	29,408	56,231
Phoenix	1,755	2,526	1,634	6,556	54,239	18,979
Grand Prix	1,780	2,546	1,864	6,858	47,460	33,721
Bonneville ('82)	1,780	.....	1,847	6,861	.....	33,672
A6000	1,592	.....	1,995	6,163	.....	13,187
LeMans	.....	1,663	.....	.....	29,002	.....
Pontiac	.....	362	.....	.....	6,849	.....
VOLKSWAGEN	.....	.....	.....	9,084	81,812	40,022
CHECKER	100*	70*	100*	400	1,078*	1,663*
Total Cars, U. S.	111,938	158,211	130,964	515,913	3,035,743	2,204,865

TRUCK PRODUCTION IN U. S.†

	Week Ended June 5, 1982	Week Ended June 6, 1981	Week Ended May 29, 1982	May Total	Jan. 1 to June 6, 1981	Jan. 1 to June 5, 1982
CHEVROLET	13,646	13,297	15,646	65,693	255,415	294,862
DODGE	2,200	2,487	2,929	11,520	41,505	56,705
FORD	16,725	15,682	14,559	70,605	287,491	311,886
GMC	5,429	4,413	6,399	24,495	86,960	110,409
INTERNATIONAL	956	1,658	1,196	4,312	32,217	22,619
VOLKSWAGEN	.....	.....	.....	1,286	20,001	7,062
JEEP	2,000*	1,697*	2,000*	8,721	38,804*	38,711*
AM GENERAL	50*	90*	50*	200*	1,895*	980*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,000*	27,000*	26,000*
Total Trucks, U. S.	42,006	40,724	43,779	190,832	791,288	869,234

CANADIAN TRUCK PRODUCTION

	Week Ended June 5, 1982	Week Ended June 6, 1981	Week Ended May 29, 1982	May Total	Jan. 1 to June 6, 1981	Jan. 1 to June 5, 1982
CHRYSLER CORP.	2,160	2,028	2,456	10,075	34,307	45,543
FORD MOTOR	3,925	3,348	3,189	15,712	76,449	62,463
GENERAL MOTORS	6,376	6,723	4,753	25,031	135,871	124,377
INTERNATIONAL	265	247	212	1,019	5,471	5,429
Total Trucks, Canada	12,726	12,346	10,610	51,837	252,098	237,812
N. American Trucks	54,732	53,070	54,389	242,669	1,043,386	1,107,046

†—Ram includes window van production. *—Estimated.
Jeep includes commercial only. All General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended June 5, 1982	Week Ended June 6, 1981	Week Ended May 29, 1982	May Total	Jan. 1 to June 6, 1981	Jan. 1 to June 5, 1982
AMERICAN MOTORS	600	724	488	2,436	14,263	12,036
CHRYSLER CORP.	3,440	1,187	4,261	14,781	13,334	74,503
FORD MOTOR	8,965	7,699	6,887	36,235	99,010	141,143
GENERAL MOTORS	8,000	12,871	6,394	33,822	254,156	169,032
VOLVO	225	194	225	855	4,758	4,737
Total Cars, Canada	21,230	22,675	18,255	88,129	385,521	401,451
N. American Cars	133,168	180,886	149,219	604,042	3,421,264	2,606,316
N. American Trucks	54,732	53,070	54,389	242,669	1,043,386	1,107,046
North American Cars and Trucks	187,900	233,956	203,608	846,711	4,464,650	3,713,362

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

June 14, 1982

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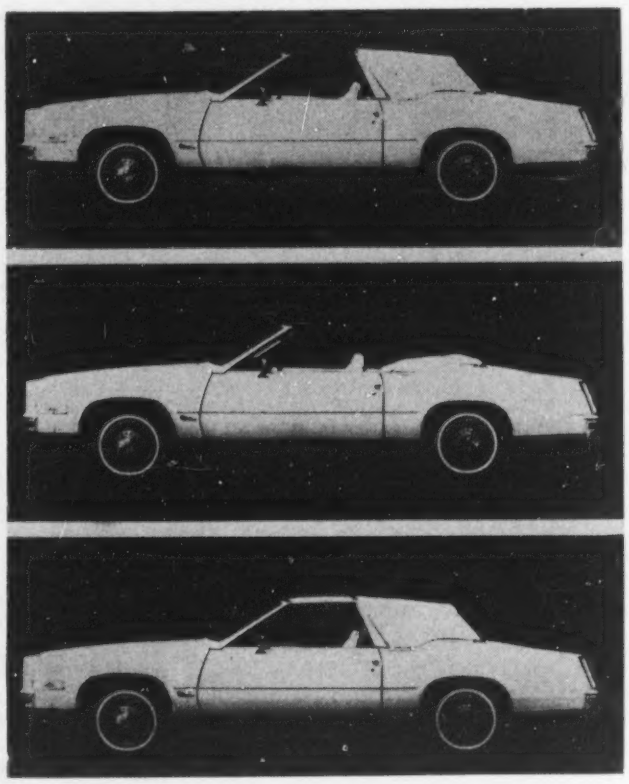
Versatile convertible



Any way you like it

Cabochon, a three-position-top Cadillac Eldorado convertible from Chicago Coachworks Ltd., Chicago, has two convertible choices (half and full) to accompany a hardtop option. The fully lined power top is made of Haartz OEM three-ply material with a power-tinted and heated rear window of glass. Cadillac's factory paint job and interior are undisturbed with no loss of passenger space. Price tag reads $30,930 FOB Chicago.

Supply of new U.S. cars pared to healthy 52 days

By Richard A. Wright
Assistant Managing Editor

Prudent production schedules during May and a mild but welcome upturn in the daily selling rate resulted in a substantially lower domestic new-car inventory June 1.

The domestic new-car inventory totaled 1,212,727 June 1, a 52-day supply, compared with 1,260,633 a month earlier, a 66-day supply. A year ago, the domestic stockpile totaled 1,471,656 cars on June 1, which was a 70-day supply.

The relatively light inventory of new cars bodes well for the industry as a number of car lines are in short supply and will have to be bolstered through increased production.

While the long-awaited sales turnaround has not yet clearly begun, the industry's inventory is the leanest and healthiest it has been in several years.

In shortest supply are General Motors' hot-selling new Camaro and Firebird, both at 18-day-supply levels. But a number of other lines are also short, mainly among the bigger cars. By size class, subcompacts continue to be the heaviest segment.

Among the corporate makers, GM accounted for most of the inventory cutback. In fact, Chrysler Corp., Ford Motor Co. and Volkswagen of America all increased their unit counts. Only VWoA opened June with a larger days' supply than it had a month earlier, however.

GM had a slim 44-day supply June 1, down from 63 days a month earlier. In addition to Camaro and Firebird, GM was short of Buick and Oldsmobile full-size models and generally short of rear-drive intermediates. The subcompact J-cars and intermediate A-cars were still in relatively heavy supply.

Ford Motor Co. opened June with a 64-day stockpile, down from 66 days a month earlier. Small cars were in heavier supply than big cars at Ford.

Chrysler Corp. had a 68-day supply June 1, down from 76 days a month earlier. Shortest at Chrysler were its luxury Imperial and the hot-selling conventional rear-drive New Yorker.

American Motors trimmed its inventory of new cars from 76 days May 1 to 66 days June 1. Only VWoA opened June with a higher days-supply figure than

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breaking news

Pontiac Fisher Body plant gets P-car

PONTIAC.—Pontiac will build its sporty new mid-engine P-car at the Fisher Body facility here. The P-car is scheduled to be introduced late in 1983. The fate of the adjoining Pontiac assembly plant has not been decided.

Chrysler E-bodies to be introduced in October

Chrysler Corp. will introduce its Dodge 600 and Chrysler Gran LeBaron E-body cars this October, not in mid-model year, as was reported last week in AUTOMOTIVE NEWS. A New Yorker version of the E-body will be introduced mid-year, Chrysler said.

Hourly workers get Ford Money Market Account

DEARBORN.—Ford Motor Co. will offer its elegible hourly workers a Money Market Account as soon as administrative arrangements and legal requirements are completed this

Continued on Page 8, Col. 3

1982 sales forecast downgraded to 8.38 million cars

By Edward Lapham
Financial Editor

A finicky U. S. economy that does not want to recover at an acceptable pace has reduced the 1982 U. S. new-car sales forecast to 8.38 million units, according to the AUTOMOTIVE NEWS WORLD OUTLOOK.

It marks the second consecutive quarterly forecast which has downgraded expectations for an auto industry recovery from the slump of the past three years. The 1981 sales total was 8.6 million cars.

In December, the AUTOMOTIVE NEWS WORLD OUTLOOK, a joint undertaking by AUTOMOTIVE NEWS and Data Resources, Inc., forecast 1982 U. S. new-car sales at 9.1 million. Just three months ago, that forecast was reduced to 8.7 million units.

The current reduction in the U. S. car outlook coincides with a general stagnation in the economic recovery which was supposed to have accelerated at mid-year. Consequently, the 1983 forecast also was reduced, to 9.54 milion cars from the earlier 9.78 million unit outlook.

Otto Eckstein, DRI chairman, cited the "budget fiasco," that is the inability of the U. S. Congress and the Reagan Administration to approve a new federal budget, as an underlying cause of the stalled recovery.

"Recent data do not show signs of economic revival, so the second quarter is likely to be another minus for aggregate activity," Eckstein reported.

He said, however, that the July 1 tax cut coupled with Social Security benefit increases should give "at least a small boost to consumption" in the third quarter.

"Consequently a mild upturn at mid-year is still the most likely scenario, with the second-half recovery very mild by any historical standard," he said.

It is that expected increase in consumption which the forecast indicated will lead the auto industry out of the slump.

In fact, the current AUTOMOTIVE NEWS WORLD OUTLOOK projects that it will be large U. S. cars which will pace the auto industry, which will in turn spur consumer spending and lead the entire economy down the road to recovery.

Although the outlook for the entire U. S. market this year was dowgraded, the current report actually boosted the forecast for sales of large and intermediate size cars to about 5.2 million units from the 5.01 million units projected three months ago.

At the same time, sales of smaller, more-fuel-efficient models were forecast at 3.19 million units, down from 3.69 million units in March.

One particularly ominous note for U. S. producers was included in the forecast, however. Import penetration for the year was projected at 26.31 percent, up from the 25.11 percent share forecast three months earlier. This makes it clear that the reduction in anticipated total U. S. sales in 1982 will come from the domestic small-car segment.

The latest AUTOMOTIVE NEWS

Continued on Page 8, Col. 1

With new models, new engines

Ford armed for '83 sales battle

By Jim Plegue
Staff Writer

Ford Motor Co. will be a product powerhouse next year with no less than eight new vehicles and several new engines to show consumers during the 1983 model year.

In its most ambitious — and likely its most expensive — changeover ever, Ford Motor will reshape nearly half of its product line. Introductions will start with carryover models in late September and run through next summer.

Here's a summary of Ford's new products:

Ford Tempo and Mercury Topaz: These new front-drive compacts, due late next spring as 1984 models, will be star attractions in Ford's lineup. Available in two-door and four-door sedans, their standard engine will be Ford's 1.6-liter CVH four-cylinder engine mated to a four-speed manual transaxle.

Optional Tempo/Topaz powertrain will be Ford's all-new 2.3-liter High Swirl Combustion (HSC) four-cylinder engine and a new five-speed manual transaxle. A three-speed automatic will be optional.

Tempo/Topaz wheelbase will be 99.9 inches, overall length will be about 176 inches and curb weights will range from 2,280 to 2,350 pounds. Fully independent suspension — MacPherson struts at front and new four-link strut design at the rear—as well as rack-and-pinion steering will be standard.

Tempo/Topaz styling is highly aerodynamic, with limousine-type doors and concealed drip moldings. The five-passenger cars will be offered in at least three trim versions, including a sport package using Michelin TRX tires and special aluminum wheels.

Tempo and Topaz will be built in at least two plants — Oakville, Ont., and Kansas City —with tentative Job One dates in late January.

• Ford Thunderbird and Cougar XR-7; Ford's new compacts will be sharing the limelight with these new downsized personal-luxury cars, which will probably debut in January. T-Bird/XR-7 wheelbase will be 103.8 inches with overall length of

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NEWSPAPER

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